



August 10, 2023

BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai - 400001

The National Stock Exchange of India Limited  
Exchange Plaza, C-1, Block – G, Bandra  
Kurla Complex, Bandra (E), Mumbai - 400051

Ref.: **Indus Towers Limited (534816/ INDUSTOWER)**

Sub.: **Newspaper advertisement regarding Notice of 17<sup>th</sup> Annual General Meeting ('AGM') of the Company and e-voting information**

Dear Sir/ Madam,

Pursuant to the Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and our communication dated August 09, 2023, please find enclosed copies of newspaper advertisements published today i.e., on August 10, 2023, in the below mentioned newspapers regarding information for completion of dispatch of the Notice of 17<sup>th</sup> (Seventeenth) AGM and Integrated Report & Annual Accounts for the Financial Year ended March 31, 2023 of the Company, electronically to the eligible Shareholders.

1. Mint in English; and
2. Hindustan in Hindi.

The above information is also available on the website of the Company at [www.industowers.com](http://www.industowers.com).

This is for your information and records.

Thanking you,

Yours faithfully,

For **Indus Towers Limited**

**SAMRIDHI  
RODHE**

Samridhi Rodhe  
Company Secretary & Compliance Officer

Digitally signed by SAMRIDHI RODHE  
DN: cn=IR, o=PERSONAL,  
pseudonym=E54447ee41a52905a238fdb1a79b7681cd8501  
1663c8b0754e29aeeea767f35e, postalCode=110015,  
sn=DEE.H  
serialNumber=6731e060e0bc5c3f830e588ae31e03ad27357  
7a3d2d3518faeb0efc393348689, cn=SAMRIDHI RODHE  
Date: 2023.08.10 17:04:25 +05'30'

Encl.: As above

**Indus Towers Limited**

# ASCI tightens endorsement guidelines as violations soar

## Guidelines to cover celebs with 500,000 followers or earning ₹40 lakh annually from ads

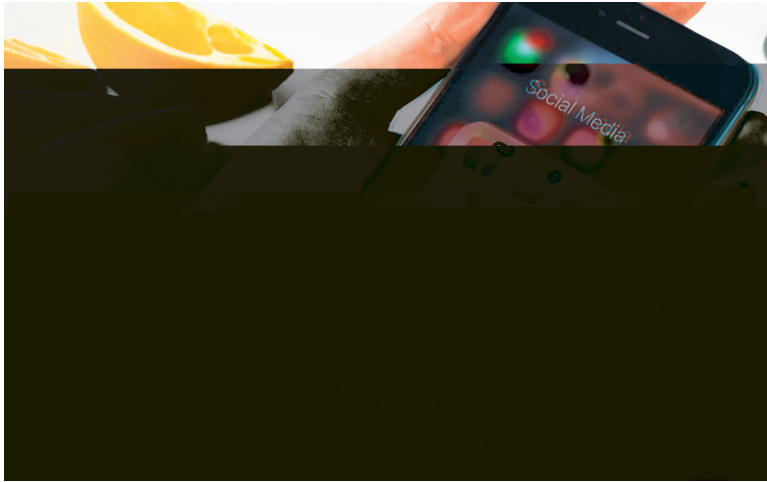
Varuni Khosla  
varuni.k@livemint.com  
NEW DELHI

With more than 800% increase in violations committed by influencers and celebrities on social media and advertising platforms, the Advertising Standards Council of India (ASCI) has strengthened its guidelines for brand endorsements by celebrities.

In an update to its 2017 guidelines, the self-regulatory entity has expanded its scope to include celebrities with a social media following of 500,000 or more on a single platform, and those receiving an annual compensation of ₹40 lakh for participating in advertisements or campaigns across any medium and format.

Earlier, the qualifying income threshold stood at ₹20 lakh for endorsements. Additionally, the council also revised its guidelines to broaden the definition of a "celebrity" to include noted individuals such as doctors, authors, activists, and educationists, among others. This goes beyond the realm of entertainment and sports, encompassing individuals renowned across diverse fields.

Now, a celebrity or her agent or manager must also give a written confirma-



If it's a social media influencer ad, ASCI could get involved if the advertisement has been reported as problematic by the general public. ISTOCK

tion to the council that they have done due diligence on the claims and representations made in an advertisement.

The council said as celebrities have a significant following, besides enjoying high credibility among consumers the advertisements featuring them should doubly ensure that claims made by them are not misleading, false or unsubstantiated. This is especially true for products or services that can cause serious financial loss or physical harm.

The guidelines, though self-compliant, were modified to ensure that advertisers produce and release appropriate celebrity ads. The earlier list in 2017 had featured the top 100 celebrities.

In addition, in January this year, the government's Central Consumer Protection Authority brought out its rules for influencer endorsements, where it would fine advertisers, manufacturers or endorser ₹10 lakh for the first offence and up to ₹50 lakh as a subsequent pen-

ality. This has a wider ambit than ASCI's current update. In fact, the CCPA stipulated that it could prohibit the endorser for up to one year if violations are found against her, and it could be extended up to three years for repeat offenders.

It said while the company or agency behind the ads have a responsibility, celebrities also have added responsibility to not promote prohibited products or services, and other such products that require health warnings. "Social media influencers themselves are akin to celebrities today and we require them to follow the guidelines themselves. We are making this due diligence binding for celebrities," said Manisha Kapoor, chief executive officer of ASCI.

If it's a social media influencer ad, the council could get involved if the advertisement has been reported as problematic by the general public, or an AI-based software detects an issue with it.

The council said complaints against celebrities surged from just 55 in 2022 to 503 in 2023. The violations included a very problematic category of ads, such as gaming, endorsed by prominent figures such as Mahendra Singh Dhoni and Youtube personality Bhuvan Bam, who endorsed ads for Tictok Skill Games Pvt. Ltd, the parent of WinZO. Dhoni has so far violated the code at least 10 times.

## E-comm order volumes jump 26% in FY23, tier-1 cities lead

Suneera Tandon  
suneera.t@htlive.com  
NEW DELHI

Tier-1 cities led the growth in e-commerce volumes in fiscal 2023 as work from office resumed after two years of pandemic-led restrictions, e-commerce enablement SaaS platform Unicommerce said in its annual trends report released Wednesday.

As offices return to regular operations, there has been a notable shift of consumers shopping back to tier I and metropolitan cities for work, resulting in tier I cities exhibiting fast growth in order volumes relative to tier II and tier III cities. Tier I regions indicated the highest year-on-year order volume growth of 31.1% during FY2023, followed by tier II and tier III cities which witnessed year-on-year order volume growth rates of 23.3% and 22.4% respectively, during the same period.<sup>4</sup> Unicommerce said in its report.

However, smaller cities are exhibiting "continued e-commerce adoption" as consumers spend more time online and as local businesses in these markets tap e-commerce to grow sales, it said.

In FY23, share of tier II and tier III cities as a percentage of the overall e-commerce mar-



In FY23, share of tier II and tier III cities as a percentage of the overall e-commerce market was 18.6% and 37.1%. BLOOMBERG

ket stood at 18.6% and 37.1%, respectively, down marginally from 19.2% and 38.6%, respectively, in the previous fiscal. Tier I cities, on the other hand, reported an increase in market

and beauty and personal care products. Demand for beauty and personal care brands was led by aggressive discounting across marketplaces.

Electronic products and peripherals segment reported a 46.8% jump in year-on-year order volume growth and GMV grew by 20.6% in FY23, the report stated. "This can be attributed to the inclusion of

newer brands which were seen offering economical products across the segment," it said. Meanwhile, the beauty and personal care segment grew 26.6% year-on-year in terms of volumes and 18.9% in GMV.

Small cities adopt e-commerce as consumers go online and local businesses grow sales via e-commerce

# M.P. HOUSING & INFRASTRUCTURE DEVELOPMENT BOARD

## SECTION-1 | NOTICE INVITING E-TENDERS

Online percentage rate bids for the following works are invited from registered contractors and firms of reputed fulfilling registration criteria:

| S. No. | System Tender No. | Work                                                                                                                                                                                | District | Probable Amount (Rs. in lakh)                                | Completion Period (Months) | Date of Submission of Bid  | Date of Opening of Tenders |
|--------|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------------------------------------------------------------|----------------------------|----------------------------|----------------------------|
| 1.     | 2023_MPHID_296975 | CONSTRUCTION AND DEVELOPMENT OF 32 HIG, 78 MIG SR, 30 MIG JR, 17 LIG AND 120 EWS HOUSES AT PREM NAGAR COLONY 13.35 HEC LAND MANGLIPETH SEONI PREM NAGAR COLONY AT MANGLIPETH SEONI. | Seoni    | PAC- 3746.43<br>Cost of Form Rs. 0.59<br>EMD Fees Rs. 18.735 | 24 Months i/c rainy Season | Upto 29.08.2023 17:30 Hrs. | 31.08.2023 12:30 Hrs.      |

**Note :-** (1) Interested bidders can view the NIT on website <http://mptenders.gov.in>. (2) The Bid Document can be purchased only online from **10.08.2023 at 10:30 A.M. to 29.08.2023 at 17:30 Hrs.** (3) Amendments to NIT, if any, would be published on website only, and not in newspaper.

Visit us: [www.mphousing.in](http://www.mphousing.in)  
M.P. Madhyam/111299/2023

(L.R. Kushre)  
E.E., Division Balaghat  
Ph. : 07632-241475

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|  <p><b>KABIL</b><br/>         कबील इन्फ्रास्ट्रक्चर्स प्राइवेट लिमिटेड<br/>         KHANJAN BIDDISH INFRA LTD.</p> | <p>Core-4, 5th Floor, South Tower,<br/>         District Centre, Scope Minar,<br/>         Laxmi Nagar, Delhi - 110092</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|

**EOI FOR PREMISES REQUIRED ON LEASE**

Khanji Biddish India Limited (KABIL), requires a well maintained office premises measuring 4000-5000 sq ft of area in ready to occupy position within Central Delhi area on monthly rent basis. For details, please visit the website [www.nalcoindia.com](http://www.nalcoindia.com) under “Recent Notices”. Last date for submission of EOI is 18.08.2023 up to 5.00 pm. Interested parties may visit the website or contact ED (Corporate Affairs), NALCO at [pradyumna.pradhan@nalcoindia.co.in](mailto:pradyumna.pradhan@nalcoindia.co.in) , 011-47680853 for further details. KABIL reserves the right to reject any of all bids without assigning any reasons whatsoever.



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के बढ़ते मामलों से भी  
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